From Breast Cancer Diagnosis to Action

Yamini Ranchod, PhD
Breast Cancer Action, Board of Directors
Bay Area Young Survivors, Board of Directors
ykesavan@gmail.com

I. In the beginning
a. Diagnosis, treatment
b. Why? What did I do?
   i. Individual-level exposures
   ii. Blame/shame culture
c. The search for more answers
   i. Culture shift
   ii. Awareness → Action

II. Environmental exposures
a. Ubiquitous, impossible to avoid
b. Multiple windows of development
c. Stress, fear, lack of control
d. Spectrum of responsibility
   i. Who has the burden to keep me safe?
e. Lowering personal exposure

III. Re-think the Pink
a. Messaging, communication
b. Language, culture

IV. Moving forward
a. Acting as an ambassador
b. Ask questions, demand answers
c. Motivation
   i. Fear → Outrage
   ii. Love
d. Re-thinking prevention
   i. Shift the burden
   ii. Get to the root
   iii. Re-claiming power